

Red Meat Report Issue 04

Introduction from Sam McIvor and Sirma Karapeeva

Since our last Red Meat Report in November, farmers and processing and exporting companies have continued to defy the headwinds and deliver for the country.

The sector has worked tirelessly in the face of COVID-19 and ongoing global logistical challenges and labour constraints to achieve the best possible results for farmers, the 90,000 people working in the industry and for the New Zealand economy.

We have been able to make the most of the global demand for red meat and strong prices to generate record export revenue. In February, red meat exports topped \$1 billion with increases in value to all major markets. That is an exceptional result and something we should all be very proud of.

The sector is continuing to perform for New Zealand in the most difficult conditions. Our farmers have braved flooding on the North Island's East Coast and on the South Island's West Coast and extreme dry conditions in other parts of the South Island.

Absenteeism in processing plants due to staff having to isolate or look after family during the pandemic has resulted in unavoidable processing delays for farmers and significant pressure on the industry, which is already dealing with a significant labour shortage.

There remains significant port congestion, vessel schedule changes and a shortage of containers, which is causing bottlenecks and increased costs across the supply chain. The Ukraine crisis is also increasing oil prices, which means shipping costs are rising. These challenges are reflected in the sector's export figures.

While we can capture greater market value from our chilled products, it relies on timely shipping and delivery to reach the consumer in optimal condition. Chilled meat is a sophisticated value-add product backed by highly advanced processing and innovation and requires careful handling and storage.

Clearly the sector has displayed considerable resilience and maturity in dealing with these challenges, working collaboratively and communicating across the supply chain from farmers and processors to partners and customers.

Maintaining our export trade and mitigating the impact of COVID-19 represents a significant achievement and everyone in the sector deserves to take some credit.

Over the next few months, B+LNZ and MIA will be working hard on behalf of farmers and processing and exporting companies on several important regulatory reforms.

Next month, the He Waka Eke Noa Primary Sector Climate Action Partnership will deliver its recommended option on emissions pricing to the Government. A big thanks to all those farmers who took part in the HWEN consultation over February and March.

We're already reconsidering some areas based on farmer feedback received to date. It has to work for farmers.

We will also be continuing to advocate for material changes to the Emissions Trading Scheme (ETS) to halt the swathe of productive farmland being converted into carbon farms.

Recent changes to the Overseas Investment Act and proposed modifications to the ETS don't go far enough and the Government must urgently limit the ability of fossil fuel emitters to fully offset their emissions by planting trees.

Over the coming months, we can also expect further reforms and developments in immigration and industrial relations, two areas that are of significant relevance to meat companies and their 25,000-plus employees. Certain changes could have negative unintended consequences if not designed or implemented right.

As New Zealand's second largest goods export sector and largest manufacturing employer, we are playing a key role in New Zealand's recovery from COVID-19.

Now, more than ever, we're relying on New Zealand having the right policy settings and infrastructure to ensure our continued success. We want to work with government to get the setting right to ensure policy delivers benefits for all.



Sam
McIvor
CEO,
B+LNZ



Sirma
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CEO,
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SECTOR-WIDE UPDATE



COVID-19 INCLUDING VACCINATIONS

New Zealand's red meat processors have been operating their plants according to strict guidelines including physical distancing, temperature checking and rapid antigen testing to prevent the spread of COVID-19. However, processing plants have been significantly impacted as a result of COVID-19's community spread.

Many people have been required to isolate or stay at home to look after family members. This has impacted processing capacity and resulted in unavoidable processing delays for farmers.

Year-on-year processing has been well behind last season across all stock types and last season was a slower year than usual due to labour shortages.

In response to Omicron, processors have introduced a range of measures to mitigate the impact of the pandemic including moving livestock to other plants to process farmers' animals as quickly as possible, extending their processing seasons, reconfiguring their shifts as best as they can to manage the impact of increased absenteeism and increasing the minimum hourly rates to attract new employees and ease the labour shortage.

B+LNZ has been monitoring processing data and feeding that back to the industry and providing farmers with technical information to allow them to build contingency plans.



MYCOPLASMA BOVIS UPDATE

B+LNZ is a partner in the *Mycoplasma bovis* eradication programme alongside DairyNZ and the Ministry for Primary Industries.

There is currently only one infected property, a feedlot in Canterbury. Further detections of infection may occur as we progress through the tail of the outbreak and population-wide surveillance in beef and dairy cattle will continue until satisfactory confidence is obtained that infection is no longer present in New Zealand.

In all, 272 active confirmed properties have been through the eradication programme – 70 on the North Island and 202 on the South Island. The other 269 properties are now consider cleared.

A total of 176,235 cattle have been culled through the Programme nationally. Through the Programme, \$216.5 million in compensation has been paid across 2733 claims.

M. bovis was first detected in New Zealand in July 2017. Since that time, New Zealand has been working hard to rid our cattle of this disease and farmers can take a lot of credit for the progress of the eradication programme. We are on track to be the first country to ever eradicate *M. bovis*, however, we cannot be complacent.

Remaining vigilant and not easing off is the key to eradicating the disease so New Zealand can farm free from the disease. It is also critical for all farmers to correctly NAIT tag cattle, register and record all movements.



RED MEAT SECTOR MOURNS LOSS OF TIM RITCHIE

It is with great sadness that we note the passing of Tim Ritchie, chief executive of the MIA from 2007-2020.

Tim was from a farming family. He attended Christ's College in Christchurch and graduated from Lincoln University with degrees in marketing and economics. His first job was in Treasury, but he moved on to the NZ Freezing Companies Association (the precursor of the Meat Industry Association) as their Secretary/Economist.

Tim went on to work in meat marketing in Europe and New Zealand, and as GM, P&O Containers, in New Zealand.

In the 1980s, he was appointed Managing Director of Advanced Foods of New Zealand (now Ovation). He held management positions with the Meat Board, and spent three years in Brussels advocating for New Zealand's red meat industry in Europe. He returned to take up senior roles at Meat & Wool New Zealand, now Beef + Lamb New Zealand.

In 2007, Tim was appointed the MIA's chief executive. His very successful term as CEO over 13 years saw the MIA become an active and influential policy and advocacy body on behalf of the processing and exporting industry.

Tim was an architect of the Red Meat Sector Strategy in 2011 and developed a partnership approach for Government-industry policy.

His great interest was in trade policy and Tim was prominent in trade issues. Early on, Tim recognised the importance of China for the New Zealand red meat industry and he led the way in developing relationships with Chinese officials and businesses, including regular delegations to China. During this time, he also held a large number of governance positions for the meat processing and farming industry.

Tim juggled this prominent role as chief executive of the MIA with a close home life. Tim was married to Deb, and he was the extremely proud father of three children. He frequently travelled to his farm at White Rock Station in the Wairarapa. He had built a home in the Wairarapa and had just retired there with Deb where he was looking forward to an active life in retirement including travel to the UK. His passing was unexpected.

Tim was extremely highly regarded as a man who loved the sheep and beef industry and always believed that it had a great future. He was a man of tremendous integrity and always advocated from a principled position. He was outgoing, friendly, and had a great sense of humour. His passing came as a shock to the staff at MIA and we will miss him greatly.

BEEF + LAMB NEW ZEALAND AWARDS

The inaugural Beef + Lamb New Zealand (B+LNZ) Awards Dinner will be held on 29 September 2022 at the Napier War Memorial Centre. The Awards Dinner was postponed due to the country's swift move into the red traffic light setting as part of the COVID-19 Protection Framework.

The B+LNZ Awards celebrates the people and businesses that make New Zealand's red meat sector world-leading. At the Awards Dinner, B+LNZ will showcase finalists and announce the winners of each of the eight award categories.

Thanks to our Awards Partner Farmlands and the Award Category Sponsors: AgResearch, Rabobank New Zealand, Alliance Group New Zealand, FMG, Ballance Agri-Nutrients, Datamars Livestock NZ, Gallagher Animal Management and Silver Fern Farms.

We look forward to formally celebrating the industry at the Awards Dinner later this year. To find out more about the B+LNZ Awards, finalists and the Awards Dinner visit www.beeflambnz.com/awards



B+LNZ LTD GOVERNANCE UPDATE

Nicky Hyslop - Re-elected to B+LNZ Board (Central South Island representative)



In the election as part of the 2022 B+LNZ Annual Meeting process, Timaru sheep, beef and arable farmer Nicky Hyslop received 4,113 votes while opposing candidate Simon Davies from Milton received 2,250 - a winning margin of 1,863.

B+LNZ Chairman Andrew Morrison congratulated Nicky on her re-election. "Nicky has served on the Board since 2019 and has been a highly engaged and successful Director.

David Surveyor - B+LNZ and NZMB Board

David Surveyor, CEO of Alliance Group, was announced as the new Processor-Exporter Board Appointee, replacing Tony Egan whose term has expired.



David is well-known in New Zealand's red meat sector and also brings valuable experience from his career prior to the meat industry.

David will serve on both the B+LNZ Board and the New Zealand Meat Board.

Courtney Nimmo - B+LNZ Associate Director

Courtney Nimmo was appointed Associate Director in October 2021. Courtney farms on a sheep, beef and grain property in South Otago and also works for Ballance Agri-Nutrients as a Regional Sales Manager for the Lower South Island.



As a young and passionate sheep and beef farmer, Courtney has a special interest in ensuring the longevity of the sector through enabling future generations to realise their potential. She enjoys the helicopter view of the role to help make long term strategic decisions that benefit the sector.

"I'm excited about the opportunities in our sector that exist amongst the challenges we are facing. It's tough out there right now with numerous challenges on and off farm but we are tougher, we are innovative and we will continue to be world leading in our sector," she says.

MEAT BUSINESS WOMEN NEW ZEALAND

B+LNZ, alongside MIA and B+LNZ Inc, is Territory Partner of Meat Business Women (MBW), a global network for women working in the red meat sector which offers mentorships, masterclasses and networking opportunities, whilst also tackling diversity within the industry.

MBW New Zealand appointed two co-chairs from B+LNZ Ltd and B+LNZ Inc to lead the organisation. Abigail Delaney, Communications Advisor for B+LNZ Ltd and Julia Gardner, Marketing Manager for B+LNZ Inc are excited to co-chair the organisation which is part of the global Meat Business Women network. Read more about the pair on [MBW's website here](#).



So far, MBW NZ have locked in two virtual Masterclasses with Simon Limmer (Chief Executive of Silver Fern Farms) and Courtney Nimmo (B+LNZ's new Associate Director). As COVID-19 restrictions ease, MBW NZ are hoping to host more in-person events as well as continuing to cross-collaborate with industry partners around industry events such as the Red Meat Sector Conference. View upcoming events [here](#).

MBW NZ are also preparing for the second version of the Gender Representation in the Meat Sector report which will explore how globally, and nationally, the meat sector has evolved against the 2020 report and its themes. The second version of the report is scheduled for release in quarter two, 2023.

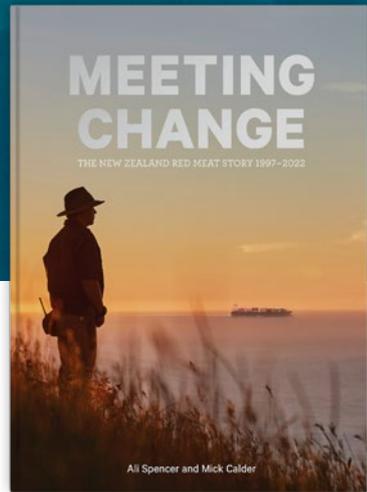
The industry - businesses and individuals - are encouraged to download the digital resources from the Meat Business Women website, share the campaign videos and post their own #shelookslikeme content.

BOBBY CALVES

During the 2021 year the sector processed 1.864 million calves with a mortality rate of 0.04%. While numbers were up slightly on the previous year, mortality remained the same. Again, processors were able to process the volume of calves despite the impact of COVID-19. The success of bobby calf processing season reflects favourably on those in the value chain (farmers, transporters, and processors).

Planning is underway for the 2022 calf season. While COVID-19 is impacting processing capacities and wait times for processing, we are predicting the 2022 season will run as smoothly.





NEW ZEALAND MEAT BOARD CENTENARY

This year, the New Zealand Meat Board marks 100 years as a foundation stone of a successful export industry.

The NZMB was established in 1922 under the Meat Export Control Act to regulate the production and export of meat, including marketing, pricing and freight, and held its first meeting on 17 March 1922. While its role has evolved, the NZMB continues to manage export quotas and financial reserves on behalf of the red meat sector.

A focus for the centennial year will be the publication of a new book, *Meeting Change*, which picks up the industry's story from the 75th anniversary and covers the transformation of the early 2000s. A book launch and other events to celebrate the centennial will be held later in the year.

Much has changed in the past century but the central challenge remains the same – getting the best possible ongoing returns for farmers, the wider red meat sector and New Zealand.

The recent Free Trade Agreement with the United Kingdom includes transitional arrangements that will see quotas on New Zealand beef and sheepmeat gradually reducing and eventually removed over 15 years. These quotas will be managed by the NZMB with the same approach that's built international trust in New Zealand over the past century.

The centennial is also time to reflect on the important contribution our sector makes to New Zealand's wellbeing.

It's a chance for New Zealanders to acknowledge that sheep and beef farming is, and will continue to be, a core part of our economy and our culture.

For 100 years, the Meat Board has been a critical player in this industry, working to capture the best possible returns for farmers and building New Zealand's reputation for high quality products.

The Board oversees \$2.3 billion of red meat exports to the quota markets of the European Union, United Kingdom and United States, meaning tariff savings of \$839 million a year for the sector.

The NZMB also has responsibility for \$82.2m of farmer reserves with \$61m of a contingency fund including \$2.7m for quota market contingencies and a remaining \$21m of general reserves.

This provides crucial funding to assist in major industry crisis to re-open export markets, maintain prudent level of net assets to avoid jeopardising quota markets and the integrity of quota management systems, and deliver funding for industry-good activities such as genetics.

A short history is available on the [Meat Board](http://www.nzmeatboard.org/centennial) website www.nzmeatboard.org/centennial



GLOBAL TRADE

Despite COVID-19, in 2021 the sector reached record export levels. These results demonstrate the red meat sector's resilience and highlight the strong global demand for safe, natural, high-quality red meat.

NEW ZEALAND RED MEAT SECTOR ACHIEVES RECORD EXPORTS IN 2021

New Zealand's red meat sector exports reached \$10 billion in 2021 despite the disruption caused by COVID-19.

The exports represented a nine per cent increase on 2020. The value of red meat and co-products exported in December 2021 was also up 22 per cent year on year, at just over \$1 billion.

The sector has worked tirelessly in the face of ongoing global logistical challenges to continue to achieve the best possible results for farmers, the 25,000 people working in the industry and for the New Zealand economy.

Despite all the disruptions and labour shortages, companies were able to make the most of the global demand for red meat and generate record export revenue.

The sector is continuing to perform for New Zealand in the most difficult conditions. However, supply chain challenges will significantly disrupt exports for some time to come and we do not yet know what impact that will have on the Easter chilled trade.

This illustrates very clearly how critical it is for the industry to have access to sufficient labour including overseas migrants to capture the greatest market value and support the jobs of thousands of hard-working Kiwis.

Overall, both sheepmeat and beef exports increased by five per cent and nine per cent year-on-year respectively, with both worth more than \$4 billion for the year. Co-products exports also increased by 19 per cent, to almost \$2 billion.

Red meat exporters have responded swiftly to adapt to rapidly-changing logistics environments – for instance, by

converting chilled product to frozen, when needed, to address risks in the disrupted supply chain.

While chilled sheepmeat exports to the UK dropped by 42 per cent in December, to the lowest volume in 25 years, frozen sheepmeat exports to the UK increased by 95 per cent.

While there has been some softening in Chinese demand for sheepmeat from the previous high levels, prices in China have remained strong.

Overall sheepmeat export volumes to China dropped by 15 per cent in the fourth quarter. However, the value of sheepmeat exports to China increased by three per cent in the same period.

China remained the largest overall importer for the quarter (41 per cent), followed by the US (20 per cent), the UK (4 per cent) and Japan (4 per cent).

While overall sheepmeat markets were down eight per cent by volume for the quarter, they increased by 17 per cent in value. Sheepmeat volumes to China and the UK dropped by 15 per cent and six per cent respectively.

However, there were increases in a number of markets including the US (+15 per cent), the Netherlands (+59 per cent) and France (+34 per cent).

China was the largest beef export market for the quarter, followed by the US and Japan. Beef export volumes to China were the same as the final quarter of 2020, at 46 per cent of total, but increased 33 per cent by value.

Exports to the US dropped by 15 per cent by volume in the final quarter but increased by 16 per cent in value. Exports to Japan remained the same at seven per cent of volume but grew 39 per cent by value.



PROGRESS ON NEW ZEALAND-EUROPEAN UNION TRADE AGREEMENT

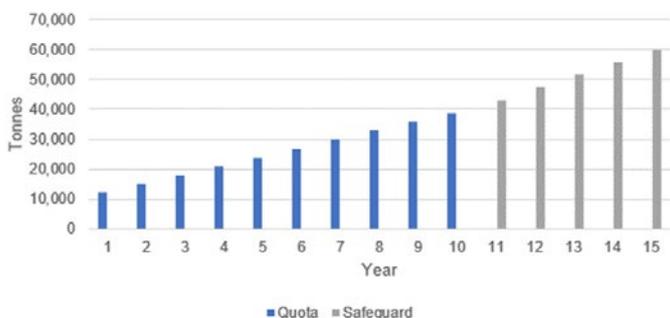
New Zealand and the European Union (EU) are continuing to negotiate a bilateral free trade agreement. While the negotiations have been on a slower track due to political factors in Europe, there appears to be renewed efforts by both sides to progress these negotiations this year. This follows Trade and Export Growth Minister Damien O'Connor's recent visit to Europe. The EU has yet to make a credible and commercially meaningful market access offer on key agricultural products including red meat. It is hoped further progress can be made ahead of the agricultural products, including red meat. It is hoped further progress can be made in key areas ahead of Prime Minister Jacinda Ardern's planned visit to Europe later this year.

NEW ZEALAND-UNITED KINGDOM TRADE AGREEMENT SIGNIFICANT BOOST FOR RED MEAT SECTOR

New Zealand's Free Trade Agreement (FTA) with the United Kingdom (UK) realises our ambitions for a high-quality deal with greater access to an important market for New Zealand beef and lamb. Under the FTA, New Zealand's beef and sheepmeat exports to the UK will be fully liberalised over time, with no duties from the 16th year after deal comes into force following ratification by both countries.

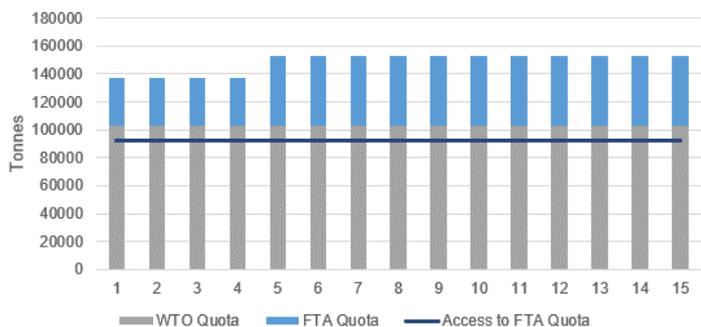
During this time, beef will be subject to duty-free transitional quotas with the quota increasing from 12,000 tonnes to 38,830 metric tonnes in Year 10. From Year 11 to 15, a product specific safeguard is in place which could result in 20 percent tariffs should NZ imports that exceed the volume threshold in a given year (43,056 to 60,000 metric tonnes).

Figure One: Transitional Access for Beef



Sheep will also be subject to duty-free transitional quotas with the quota increasing from 35,000 (Year 1 to 4) to 50,000 (Year 10 to 15). New Zealand exporters will only be able to access the FTA quota when 90 percent of our existing World Trade Organization (WTO) quota has been used. Following the WTO quota split between the EU27 and the UK, this will be 102,620 tonnes with just over 10,000 tonnes more of the WTO quota volume being allocated to the EU27 once the NZ-UK FTA is in force.

Figure Two: Transitional Access for Sheepmeat



The New Zealand Meat Board will be responsible for administering the transitional FTA quotas for beef and sheepmeat in line with the robust system already in place for administering the existing WTO quotas.

Co-products, including petfood and offal, will have tariffs eliminated at entry into force, meaning further value can be added to the carcass, which will flow back through processors and into farmers' pockets.

Both countries have also agreed provisions covering sanitary measures and customs procedures and trade facilitation, which include provisions enabling the faster release of goods within 48 hours of arrival. For perishable goods such as chilled meat, the FTA sets out a six-hour release timeframe.

The FTA will unlock value in an important market for New Zealand farmers. New Zealand's free range, pasture-raised farming systems are highly regarded by UK consumers and the perfect complement to the United Kingdom's northern hemisphere production season.

New Zealand and the United Kingdom producers share a strong commitment to high production standards, particularly in important areas such as food safety and quality, animal welfare, and the environment. As part of the FTA, the UK recognises that while New Zealand production practices are substantively different to those used in the UK, New Zealand accords a high priority to animal welfare in those practices, which provide largely comparable outcomes and welfare protection.

The FTA represents a strong commitment from both New Zealand and UK to free trade. Its outcomes reflect tough negotiations on sensitive products for both sides, but the FTA will ultimately deliver benefits for the sheep and beef sectors in both countries. The FTA still needs to be ratified by both countries before it can come into force. B+L NZ and MIA will now be focused on supporting this process by promoting New Zealand's credentials as a responsible trading partner.

GLOBAL ROUNDTABLE FOR SUSTAINABLE BEEF

The Global Roundtable for Sustainable Beef (GRSB) was established to advance the continuous improvement in sustainability of the global beef value chain. B+LNZ, has been elected to the board for a two year-term beginning in 2022.

The GRSB is a well-respected organisation internationally and will provide a valuable platform for us to continue advocating for the use of GWP* as a more appropriate metric for understanding agricultural greenhouse gasses. The GRSB has an important role in advocating for sustainable beef production in a practical way that recognises the diverse approaches needed for different countries and farming systems.

During our two-year term on the GRSB Board, we hope to share the New Zealand beef sector's approach to sustainability and add our voice to the discussion of other countries on the roundtable regarding environmental policy.

The GRSB consists of five constituencies across the supply chain. They are: producers and producer associations, the commerce and processing sector, retail companies, civil societies and national or regional roundtables.

B+LNZ will sit on one of the four seats allocated to the producer and producer associate constituency along with the Canadian Cattlemen's Association, Cattle Council of Australia, and Meat & Livestock Australia.

Under the Global Roundtable, there are 12 regional roundtables, including the New Zealand Roundtable for Sustainable Beef of which B+LNZ is a founding member.



TASTE PURE NATURE

The Taste Pure Nature country of origin brand continues to build awareness and preference for New Zealand grass-fed beef and lamb in the United States (U.S.) and China.

Collaborating with New Zealand exporters and in-market partners continues to be a key driver behind the growing success of the programme and enables us to reach more consumers through targeted campaigns.

We are excited by the amount of interest and engagement shown by meat processing and exporting companies to utilise Taste Pure Nature in their marketing efforts.

USA

In the U.S., the appetite for New Zealand grass-fed beef and lamb remains strong. Thanks to increasing demand for healthier and more sustainable food, 78% of Conscious Foodies are willing to pay a premium for New Zealand grass-fed lamb, and 60% are willing to do the same for grass-fed beef. Our reputation as a leading, high-quality producer continues to strengthen and has meant that Conscious Foodies have purchased New Zealand grass-fed beef and lamb more frequently than Australian alternatives in the last six months.

Campaign Highlights

Building on the success of last year's media campaign, we've increased our branded presence across L.A. for the duration of April and May with 24 billboards strategically plotted in high traffic areas and within proximity to key retailers that sell New Zealand grass-fed beef and lamb. These billboards are supported by a paid digital media campaign targeting Conscious Foodies across Google and Facebook.



For the first time since launching the programme in the U.S., the Taste Pure Nature brand will also appear in-store alongside Silver Fern Farms in 12 JONS Fresh Marketplace stores around L.A. Shoppers will find it easy to spot Silver Fern Farms "Net Carbon Zero" by Nature Beef range thanks to a co-branded wobblers which works to grab consumers attention.

Partner Activity

In March, B+LNZ partnered with Atkins Ranch on a Spring Brunch recipe roundup with Family Features, a leading online publishing service specialising in distributing food and lifestyle content to newspapers, magazines and websites in the U.S. The recipe heroes Atkins Ranch grass-fed Lamb Loin Chops and is guaranteed to deliver more than 200 million online impressions.

At the start of April, B+LNZ and Silver Fern Farms kicked off a month long paid digital campaign to promote New Zealand grass-fed lamb via the Silver Fern Farms direct-to-consumer e-commerce platform. The campaign ties in with the Easter holiday, which is a key period for lamb consumption

in the U.S., and heroes a compelling 20% offer off all Silver Fern Farms New Zealand grass-fed lamb products. Co-branded ads across Google, Facebook and Instagram will target Conscious Foodies who are interested in lamb, home delivery and cooking; and a series of direct marketing emails and blog posts will educate consumers on the New Zealand grass-fed difference and provide recipe inspiration.



Social Media

Social Media continues to be one of the most effective ways to reach and engage with Conscious Foodies in the U.S. To date, we've generated more than 550 thousand engagements across our Facebook, Instagram and Pinterest accounts.

Brand & Content Partnerships

Engaging in strategic partnerships enables us to enhance our brand equity in new and creative ways. In the lead up to the New Year, we worked with Meredith Digital, one of the leading publishing houses in the food and lifestyle industry in the U.S., to publish branded Taste Pure Nature content to an extensive network of top-tier outlets including Martha Stewart, Eating Well and Food & Wine. This generated more than 10.5 million impressions, 4.2 million video views and 16 thousand clicks to our website in just 12 weeks.

April marks the start of our ongoing partnership with five high-profile influencers, including What's Gaby Cooking and Max the Meat Guy. By regularly pushing out B+LNZ digital and social content in a way that feels authentic to their channels, our influencers' fans and followers will view them as New Zealand grass-fed beef and lamb ambassadors.

Upcoming Activity

B+LNZ and Silver Fern Farms are partnering on an influencer campaign with talent across Tik Tok, Facebook, Instagram, and Pinterest to help build awareness and drive trial of Silver Fern Farms new Net Carbon Zero by Nature Beef range in the U.S.

B+LNZ and Atkins Ranch are partnering with registered dietitian, Rania Batayneh, on an Earth Day broadcast segment to build awareness of New Zealand's commitment to environmental and animal welfare. Raina will direct viewers to the Taste Pure Nature website to learn more, or to local Whole Foods markets, where Atkins Ranch products are available.

CHINA

China remains a must win market for us, despite ongoing market volatility due to the dynamic COVID-19 situation. While it's created unique challenges for our industry, there's no doubt continued investment in building our Taste Pure Nature brand will pay off when things improve.

Our agile and adaptable brand marketing strategy has been designed to take advantage of new opportunities that arise during these times and enable us to remain relevant and front of mind for Chinese Conscious Foodies. For example, we'll invest in more digital and social media activity whilst collaborative campaigns with exporters remain planned, but on a watching brief.

Despite all this the aspiration to buy New Zealand grass-fed beef and lamb remains strong amongst Chinese Conscious Foodies, with approximately 75% willing to pay a premium and choosing to purchase our product when they can. Thanks to the high nutritional value, unique eating qualities and strong origin reputation, New Zealand grass-fed beef was purchased more often in the last six months than alternatives from the U.S. and Australia. 64% of Conscious Foodies also purchased New Zealand grass-fed lamb in the last six months vs 45% for Australia.

Campaign Highlights

Partner Activity

B+LNZ and ANZCO partnered with high-end retailer, city'super, last November to deliver the first formal promotion of ANZCO's premium chilled grass-fed lamb range, Maimoa Lamb. The promotion ran for two weeks in three city'super stores around Shanghai and included in-store tastings, a VIP event with local Kiwi Chef Hamish, and point-of-sale material. The in-store tastings proved particularly successful, with more than 1000+ samples handed out within only a few hours.

In the lead up to Chinese New Year, B+LNZ partnered with Alliance and their Pure South brand to implement an in-store activation across retailers in Beijing. Trained brand ambassadors and in-store displays were used to educate consumers on the benefits of grass-fed lamb and the New Zealand grass-fed difference.



Social Media

Social media plays an important role in the daily lives of Conscious Foodies - including communication, education, and entertainment. These consumers actively seek inspiring and authentic content that is conveyed in a fun and entertaining way. We have continued to push out regular content across our three platforms - Douyin, Little Red Book and WeChat, with the goal to build awareness and drive engagement with these consumers.

Innovative Partnerships

To help Chinese Conscious Foodies overcome the common barrier of not knowing how to cook western dishes with New Zealand grass-fed beef and lamb, we created a suite of ready-to-eat gourmet sauces. In addition to Taste Pure Nature branding, the sauce packages include a scannable QR code that links to our social media handles where consumers can find more recipe inspiration and instructions. The delicious sauces have since been used for in-store activations by Silver Fern Farms and ANZCO as well as our in-market partner, Swiss Butchery.



Upcoming Activity

A current research project between B+LNZ and TSI will soon feed into a refreshed look-and-feel for the Taste Pure Nature brand in China. This research is tasked with identifying the most suitable creative direction for the brand and is testing various tactics to ensure the brand is localised and differentiated from competitors. This will assist with our core objectives, to elevate the New Zealand grass-fed origin story beyond meat and establish an ownable point of difference.

A digital brand campaign planned for the second half of this year will leverage this refreshed look-and-feel in attempt to build awareness and popularity with Chinese Conscious Foodies. The campaign will tell a compelling narrative centered around our brand purpose and will extend across various digital touchpoints including video, display, search and social.



ENVIRONMENT

The environment continues to be a priority area for the sector. We are advocating with the Government on policy development and developing the tools to assist farmers in meeting new requirements.

FARM PLANNING

B+LNZ's updated farm planning approach, launched in March 2021, continues to be the primary means by which we support farmers to easily and cost effectively meet their business, consumer, environmental and regulatory needs.

Despite COVID-19 affecting the number of workshops we were able to hold, we're really pleased with farmer engagement. In 2021, over 500 farmers attended at least one of 45 farm planning specific workshops held throughout New Zealand. This was in addition to the workshops on winter grazing and climate change (as below).

The workshops are practical and the face-to-face approach best supports farmer learning and ongoing adoption. As pandemic-related restrictions and concerns ease, more workshops will be available through 2022.

B+LNZ's farm planning programme takes a holistic approach to the environment covering soils, water, climate change, biodiversity and winter grazing. It's modular and will be updated as required to reflect the latest science, knowledge and requirements.

More information about B+LNZ's farm planning is available at www.beeflambnz.com/farmplan. There is also information relevant to farm planning in the following sections.

BIODIVERSITY

At time of writing, the Government had not made any further announcements about the paused NPS on Biodiversity.

B+LNZ's position remains the same – we want this process to remain paused. Farmers are already dealing with an

unprecedented amount of new environmental regulation and there's still a lot of work to do on freshwater and climate change, before introducing any new regulation. When biodiversity policies are put forward, they need to integrate with, and support, other environmental policy objectives – in particular around freshwater and climate change.

FRESHWATER

The Government released the amended intensive winter grazing rules at the end of April. B+LNZ welcomed the new requirements around pugging, resowing dates and critical source areas, saying the changes made the regulations more workable for farmers while contributing to good management of winter grazing on farm. We were disappointed the regulations include a mean slope threshold of 10 degrees and will look at ways in which this could be improved in future. At time of writing, the outcomes of the other freshwater-related consultations the Government undertook from August to October (changes to the stock exclusion low-slope map, certified freshwater farm plans, changes to the intensive winter grazing rules and changes to 'wetland' definitions and wider settings) had not been announced.

In conjunction with other sector groups and to ensure alignment, B+LNZ provided submissions on each of these. Our focus remains on ensuring all the essential freshwater rules are workable for farmers while achieving environmental outcomes.

B+LNZ staff remain actively involved in discussions with Ministry officials on the various aspects of the above freshwater-related consultations.

CLIMATE CHANGE

Agriculture emissions pricing - He Waka Eke Noa

The He Waka Eke Noa primary sector climate action partnership has been one of the main areas of focus for B+LNZ and the MIA, and its farmers and members, over the past few months.

Work has centred on consulting with the sector on the agricultural emissions pricing options developed by the partnership as alternatives to the Emissions Trading Scheme (ETS).

Over the last six months B+LNZ, in conjunction with DairyNZ, has held 70 meetings either in-person or online to seek feedback from farmers and the wider agricultural sector. This has been an unprecedented level of collaboration. We have met with around 3,000 people and the feedback provided has been fed into the overall He Waka Eke Noa process to further strengthen the options.

The feedback reinforced that our priority must be to keep costs down and ensure the ongoing viability of individual farm businesses so that our rural communities continue to thrive.

Farmers had a strong preference for the farm-level levy option - these farmers told us they want to be recognised and incentivised for individual actions, have a say on the farm emissions price, and have choices about their farm management. However, there were concerns about sector readiness for a farm-level pricing system and the cost of implementing this by 2025.

Farmers did not want agricultural emissions to be priced through the ETS.

Key areas for farmers included: ensuring farmer business viability, equity and fairness across sectors; better recognition for sequestration happening on their farms, including moving the 2008 baseline; keeping the cost of administration of the entire system low (such as using existing systems like IRD); and revenue raised being recycled back into research and development and use of new technologies.

[Access the summary of what farmers told us.](#)

The He Waka Eke Noa partnership will provide advice to Government by the end of May.

Good progress by the sector in meeting the milestones

In parallel, considerable work has been undertaken to meet the wider He Waka Eke Noa milestones, reinforcing the sector's commitment to playing its role in tackling climate change.

Despite the major challenges of COVID-19, the milestones have either been exceeded or nearly reached.

Fifty percent of sheep and beef farmers already know their annual total on-farm emissions. The target for the end of 2021 was 25 percent.

The number of farmers having a plan to manage their emissions fell slightly short of the 25 percent milestone, at 21 percent of all farms - due to COVID-19 restrictions impacting on the ability to hold further workshops aimed at developing the plans. However, B+LNZ analysis indicates close to 25 percent of sheep and beef stock units are likely to be on farms with a GHG action plan.

In 2021, B+LNZ held a large number of workshops and online events to support the achievement of these results. Many of the 'Know your numbers' workshops were delivered in collaboration with individual meat processors - including 52 workshops with Silver Fern Farms, totalling 720 attendees, in October - and this year B+LNZ is continuing to work with processing companies to expand the reach.

These workshops cover why farms should know their greenhouse gas (GHG) numbers and have a plan, step farmers through B+LNZ's GHG Calculator and guide farmers in the development of their GHG action plan. Farmers can also discuss actions that can be taken to sustainably manage emissions. These workshops are world-leading - we are not aware of anything on this scale in any other country.

He Waka Eke Noa's milestones for 2022 include all farmers knowing their numbers by the end of the year. B+LNZ is working on a plan with processing companies and other key partners like accountants and banks to achieve this target.

Carbon farming

The wholesale conversion of sheep and beef farmland into carbon farming continues to be an area of key concern and focus for B+LNZ.

In December we released updated analysis of farm sales data that showed that even with COVID-19 affecting sales, the number of sheep and beef farms being sold into forestry continued to escalate because of the rapidly rising carbon price. Based on discussions with real estate agents, land sales across 2021 are expected to surpass those in 2019 - meaning the amount of exotic planting will again far exceed what the Climate Change Commission has projected as a sustainable amount (25,000 hectares) per annum. [More information here.](#)

A growing chorus of voices have called for action on carbon farming including, in November, the newly-formed Native Forest Coalition, and also Fish & Game.

In March this year, B+LNZ co-funded research led by former Hastings Mayor and MP Lawrence Yule, that resulted in a Green Paper calling for a more strategic approach to planting trees and which outlined policy areas for urgent investigation. [More information here.](#) A workshop in March involved a range of key stakeholders including Forestry Minister Stuart Nash, councils, forestry interests, B+LNZ and Local Government New Zealand.

Recent Government announcements on policy changes to address the issue are welcome, but do not go far enough.

These include the Government's announcement to end the special forestry test for overseas investors in the OIO rules and consultation launched in March to exclude exotic forestry from the 'permanent' forest category in the ETS, which will severely curtail interest in carbon-only farming.

The proposals show the Government has acknowledged and accepted the Climate Change Commission's advice around seriously questioning the dominant role of exotic forests in offsetting carbon rather than actually reducing our country's emissions.

However, the consultation discussion document doesn't address all of the Commission's recommendations for incentivising gross emissions reductions. B+LNZ's position is still that there needs to be limits in the ETS on the amount of offsetting fossil fuel emitters can do, in line with what happens in all other countries internationally.



INNOVATION AND RESEARCH

The sector is continuing to invest heavily in research and development.

B+LNZ GENETICS

Informing New Zealand Beef

The Informing New Zealand Beef programme is a seven-year Sustainable Food & Fibre Futures (SFF Futures) partnership supported by the Ministry for Primary Industries (MPI) and B+LNZ, which aims to boost the sector's profits by \$460m over the next 25 years.

The programme is focused on increasing the uptake of the use of genetics in the beef industry. The five main components of the programme are building a genetic evaluation and data infrastructure, progeny test herds, developing breeding objectives and indexes, developing new data sources and supporting farmer uptake of new genetic information.

B+LNZ Genetics is using its experience of building a genetic engine for sheep to build a similar engine for beef, combining phenotypic, genotypic and genomic data to calculate breeding values for agreed traits. This will give commercial farmers the ability to quickly and easily source the right genetics for their environment and farm system and drive greater profitability.

Mating has been completed for Cohort 2 of the across-breed Beef Progeny Test at Pamu's Kepler Farm, near Te Anau. It was the first year the Progeny Test put out a 'call for bull nominations' - enabling breeders from around the country to nominate a bull of their choice and there was strong interest.

A total of 493 heifers were Artificially Inseminated (AI) to Hereford and Angus bulls - 244 maiden heifers (2020-born) and 249 re-breeding heifers (2019-born). The progeny will be pure Angus, pure Hereford and crossbred calves. The data collected will be used to rank bulls and create an evaluation where EBVs are comparable across breeds.

With the first calves born into the INZB Programme now on the ground at Kepler Farm, attention has turned to finding a North Island farm to expand the project.

An industry survey to assess awareness and understanding of the programme has been developed, with the first survey undertaken in November to provide baseline figures. An analytics dashboard has been developed to allow tracking of results as the programme progresses.

Dairy Beef Progeny Test progressing well

The Dairy Beef Progeny Test is now into its fifth year at Renown farm (Pamu) in Taupo. Artificial Insemination for Cohort seven was completed in November and calving

is predicted to start around mid-July. There are 10 breeds represented: Angus, Belgian Blue, Charolais, Hereford, Murray Grey, Red Devon, Shorthorn, Simmental, Speckle Park and Stabilizer.

A popular three-part webinar series was hosted by B+LNZ Genetics and LIC, and covered a range of topics related to the Dairy Beef Progeny Test.

Strategic review of sheep genetics programme

The B+LNZ Genetics' Sheep programme includes the provision of genetic evaluations and genetic tools, and delivering activities such as progeny testing, genetics extension and support to the sheep breeding community.

One of these activities - the Sheep Progeny Test - is a long-standing and critical component of New Zealand's sheep genetics system. The benchmarks created by the progeny test underpin the NZGE - our large-scale across-flock and breed evaluation. B+LNZ Genetics oversees three sites around the country measuring a different combination of traits.

Despite facing challenges from Covid-19 restrictions, which has limited or restricted access entirely, the progeny test sites have successfully carried out the processing of 2021-born lambs, whilst capturing the required carcass data and VIAScan information. In 2022, the review of the sheep programme will ensure work in this space is helping farmers achieve their goals in the most efficient and productive way possible.

Developments for nProve and the NZGE

Since its launch in 2020, nProve's commercial farmer tool has been used more than 6,000 times by farmers.

Behind the scenes, the team continues to make enhancements, including the development of nProve's breeder and bureau software which is being tested and well-received by early adopter users.

New Zealand's world leading genetic evaluation infrastructure continues to be improved through routine updates and testing. Recent examples include updates to the Terminal Evaluation - the evaluation of sheep genetics primarily for meat production - and new genotype algorithms (imputations). By working with our partners at AgResearch and AbacusBio, B+LNZ Genetics is expanding the use of genotypes (data collected by farmers) and updating the assumptions in our formulas. This will ensure farmers can continue to be confident that they are using the most up-to-date information when they make genetic decisions.

FACIAL ECZEMA STRATEGY

B+LNZ is funding three pieces of work as the first steps to supporting the elimination of Facial Eczema (FE) as a disease of livestock in New Zealand.

Laboratory test to assess FE tolerance

This study, funded by B+LNZ and conducted by AgResearch, aims to find an alternative, non-invasive test to RamGuard. This test will be able to assess both male and female sheep for FE tolerance initially. The project has entered Phase 2 which is assessing if selected biomarkers can help distinguish animals that are believed to be tolerant or susceptible to FE. Sheep farmers have been assisting with providing blood and saliva samples for the testing. The test for sheep is expected to be completed by June 2023. If successful, the test will then be developed for cattle.

Pilot Study - Social Impacts of FE to Farmers:

B+LNZ is funding a 6-month pilot study, conducted by AgResearch, to help further understand the social impacts of FE on farmers and rural communities. This study will identify main impacts through interviews with fifteen farmers across three regions in NZ with varying levels of FE occurrence and management strategies. Findings will help inform gaps in research and practice change efforts. The work is expected to be completed by September 2022.

Investigating the genetics of the fungus associated with FE

A new study, funded by B+LNZ and conducted by AgResearch and Manaaki Whenua - Landcare Research aims to better understand the genetics of the fungi associated with FE. Farmers (sheep, beef and dairy) are assisting with providing grass samples as source material to isolate the fungi from. The study will compare the genetics to previously isolated fungi from NZ and throughout the world. This will provide insights into potential control options. The work is expected to be completed by December 2022.

HILL COUNTRY FUTURES

The Hill Country Futures (HCF) is focused on future proofing the profitability, sustainability and wellbeing of New Zealand's hill country farmers, farm systems and rural communities.

It is a long-term \$8.1m partnership programme, co-funded by Beef + Lamb New Zealand, the Ministry of Business, Innovation and Employment (MBIE), Seed Force New Zealand and PGG Wrightson Seeds.

Following interviews with almost 300 farmers and others connected to hill country farming, the project has produced a [Farmer Perspective series](#). This series provides insights into some of the sectors biggest issues identified in the interviews including:

- Barriers and opportunities for on-farm environmental action
- Regenerative agriculture
- Economic diversification and resilience
- The next generation of farmers: succession
- The future of farming: farmer vision for 2030

Our farmers have an important story to tell that needs to be championed. We are creating individual farmer stories that will promote as well as profile our sector's farming story of continual improvement for our environment, animals, and people. We have started by telling the stories of some of the farmers involved in the HCF programme.

Innovative tools to support farmers and farm consultants in pasture planning are also expected to become available this year as part of the project

Visit the ['News & Views'](#) page on the Hill Country Futures webpage to read more about these stories and others and [Our study sites](#) to find out more about the research that is happening across New Zealand as part of the programme.



STUDY HIGHLIGHTS DIFFERENCES IN NEW ZEALAND PASTURE RAISED BEEF

Research from the Riddet Institute indicates there are differences in meat quality relating to health and digestion, depending on how the animal is raised. A research team led by Dr Lovedeep Kaur and Dr Mike Boland from Massey University's Manawatū campus, has compared pasture-raised New Zealand beef to grain finished beef, and a plant-based alternative. They found differences in the fat content of the beef, potentially leading to better health outcomes.

The team examined how the human digestive system responds to the differing food compositions and how the nutritious proteins and lipids (fats) are released for the body to use. This was completed using lab-based or "in vitro" digestion simulators. This experiment imitates how a human digests food in the stomach and beyond.

The researchers found the protein from both the pasture-raised and grain-finished cuts of beef digested in a similar way, whereas significant differences were observed for fat or lipid digestion. Digestion of meat from pasture-raised animals released greater levels of good fats, relative to the generally considered "bad" fats.

Meat digested from pasture-raised New Zealand beef, showed higher total amounts of free long-chain omega-3 polyunsaturated fatty acids (PUFAs) and lower amounts of free, long chain saturated fatty acids (SFAs), than meat from grain-finished cattle. The role of long chain SFAs in increasing the risk of cardiovascular disease and conversely that of omega-3 PUFAs in providing health benefits is well established in food science research.

Dietary intake of long-chain omega-3 PUFAs has been recommended in dietary guidelines worldwide (UN-Food & Agriculture Organization, United States Department of Health, as well as dietary guidelines from the Ministry of Health, Health Navigator and the Nutrition Foundation), as these fatty acids have been reported to promote lowering of total cholesterol and fats in the blood stream of people with high blood cholesterol. This suggests potential health benefits of consuming pasture-raised beef. The plant-based alternative tested in this study had no long chain omega-3 PUFAs.



Dr Kaur says the research highlighted that meat protein is generally highly digestible and meat with higher digestibility is better for your body. As plant proteins are generally known to be less digestible than meat proteins, the plant-based meat substitute showed relatively lower protein digestibility. Differences in processing and other non-protein ingredients could also be responsible for the observed differences in protein digestibility, she says.

"Scientists generally agree that higher rates of release of amino acids [protein building blocks] during the digestion of meat leads to beneficial effects in muscle, such as maintenance or gain in muscle mass. This is particularly important for the elderly in managing sarcopenia [muscle wasting] and for athletes who want to increase muscle mass, for example. What was interesting to see in our research was that whilst an animal's protein composition is largely determined by its genetics, and the samples we tested contained highly digestible proteins, the composition of the fat in an animal, particularly the long-chain PUFAs, is largely affected by what it has been eating," Dr Kaur says.

This research forms part of a larger programme currently underway examining the nutritional value of New Zealand pasture-raised beef, as compared with grain-finished beef and with a plant-based substitute. This research is the second part of the study. Part one was undertaken by Crown Research Institute AgResearch, analysing the overall nutritional profiles of the meat. Researchers from The University of Auckland will then oversee the final two stages, clinical studies investigating both the short-term and long-term well-being and health effects of red meat consumption. This programme of research is funded by the Meat Industry Association of New Zealand, Beef + Lamb New Zealand Ltd., the High-Value Nutrition National Science Challenge and the Ministry of Business, Innovation and Employment.





PEOPLE AND CAPABILITY

Our sector is a major employer in New Zealand. Attraction and retention, and the health and safety of workers, are key issues.

NEW ZEALAND'S RED MEAT PROCESSING AND EXPORTING SECTOR ANNOUNCES NEW SCHOLARS FOR 2022

In February, the Meat Industry Association (MIA) awarded new scholarships to seven young New Zealanders considering careers in the red meat processing and exporting sector.

Every year, the Meat Industry Association awards a number of undergraduate (\$5,000 per year) and post-graduate (\$10,000 per year) scholarships. The organisation currently has a total of 21 scholars, with 14 existing scholars also continuing to receive support under the scheme.

This year's new scholars are studying subjects ranging from food science to agribusiness, food marketing and supply chain management.

The returning scholars include both undergraduate and post graduate students, studying at a range of universities across New Zealand and internationally.

The range of subjects being studied by the new and returning scholars reflects the many different career opportunities across the red meat processing and export sector.

The industry has a strong focus on attracting skilled people and supporting the development of those who can make a significant contribution to the sector in the future.

A number of the scholars are already contributing through their research. For instance, one of our returning scholars, Hennie Pienaar from Invercargill, is researching musculo skeletal injuries in red meat processing for his PhD, with the aim of making his thesis a manual for best practice in the industry.

Another, Grace Macdonald from Taranaki, is currently undertaking post-graduate studies in sustainable business strategy at Harvard Business School while employed at one of our largest companies.

Scholars also have the opportunity of part-time or vacation work in the meat industry and several are already working in the sector.

A number of our previous scholars have told us how their MIA scholarships have helped them to secure part-time work and internships and then full-time career positions in the sector.

There were more than 40 applicants for the 2022 scholarship programme. We are very pleased with the high calibre of applicants and the knowledge and interest they have about the red meat sector.

The global pandemic has raised public awareness of the industry's very significant contribution to the New Zealand economy and its continued high export revenue performance in the face of ongoing challenges.

MIA also runs a mentoring programme for its scholars, including a networking and educational event during the year, with presentations from key figures from across the industry.

The new Meat Industry Association scholars for 2022 are:

- **Chloe Lennox** from Waverley, third year B.AgrBusiness and Food Marketing double major in Supply Chain Management at Lincoln University
- **Emma Yorke** from Whangarei, first year B.Agricultural Science at Massey University
- **Josh Tatham** from Masterton, first year B.Marketing major, Agricultural Innovation minor at Otago University
- **Lily Brankin** from Otautau, second year B.Commerce (Agriculture) at Lincoln University
- **Molly Goodisson** from Havelock North, fourth year BSc (Hons) majoring in Food Science, minor in Marketing at Otago University
- **Nicola Schroeder** from National Park, first year B.Agrbusiness and Food Marketing majoring in Supply Chain Management at Lincoln University
- **Angus Grant** from Christchurch, second year B.Commerce (Agriculture and Professional Accounting) at Lincoln University.



AgriKids Competition 2022

Hundreds of children across New Zealand learned about agriculture in the New Zealand Young Farmers AgriKidsNZ competition supported by B+LNZ.

The annual competition aims to excite and stimulate school aged students in both urban and rural settings to learn about the primary sector and where food comes from in a series of challenges.

Primary school kids aged 8 to 13 years' old entered in teams of three with a maximum of eight teams per school. Membership is free and participation is largely based in the annual fun-filled competition series which runs alongside the FMG Jr Young Farmer Competitions and FMG Young Farmer Contest.

As a proud sponsor of New Zealand Young Farmers, B+LNZ sponsors one of the AgriKidsNZ activities and contributes to the prize pool every year.

Learn more: www.beeflambnz.com/news-views/agrikidsnz-competition-kicks

FREE TRADES TRAINING ENDS DECEMBER 2022

There has never been a better time for farmers to get staff into Primary Industry training. The Government's Targeted Training and Apprenticeship Fund, also known as Free Trades Training has meant many programmes have been either subsidised or free, depending on how long the programme is. Free training only available up until Dec 2022 for eligible programmes. If the programme duration goes longer, some fees will apply. Find out more here: www.primaryito.ac.nz/hurry-free-trades-training-ends-dec-2022

HEALTH AND SAFETY

Safer Farms CPD campaign

Quad bikes contribute significantly to fatalities on New Zealand farms. B+LNZ supports Safer Farms which has recently launched a new campaign 'Control the Roll' with ACC encouraging farmers to put their safety first and take advantage the crush protection device (CPD) cash back that's currently available through ACC. CPD's are 'strongly recommended' because they increase the chances of survival by creating a gap under a quad bike during a roll over.

The cash back available offers farmers \$180+GST off a number of crush protection devices and they can redeem it on up to two devices. All the information is available at acc.co.nz/cpdcashback



WORKING IN PARTNERSHIP TO GROW PEOPLE

Growing Future Farmers

Recently, B+LNZ announced its funding agreement with Growing Future Farmers, which aims to accelerate a graduate's career from entry level Essential Farm Skills programme to advanced Farm Skills and Business Management.

Growing Future Farmers combines a range of specialised industry training and development with formal NZQA learning that includes classroom lectures, independent study, and group sessions. It is a two-year programme (46 weeks each year) with placements in 10 regions throughout the country.

It is encouraging to see that 91 young adults have enrolled for the programme for the 2022 intake.

Teachers' Day Out

B+LNZ sponsors Growing NZ's annual Teachers' Day Out to educate teachers, career advisors and transition educators across the country about the career opportunities in food and fibre from people working in the sector.

The annual Teachers' Day Out is a professional development day for teachers, career advisors and transition educators where they learn first-hand from those working in the industry about the variety of roles and job opportunities on offer.

This year, 110 teachers from five regions spent the day hearing from three food and fibre organisations in their region. From sheep and beef and dairy farms, fruit and forest harvesters and growers, to research and marketing, the visits spanned all sectors and many aspects of the value chain.

Learn more: www.beeflambnz.com/news-views/teachers-learn-firsthand-about-careers-food-and-fibre

IMMIGRATION INCLUDING HALAL

New Zealand's meat processing and exporting sector is experiencing a critical worker shortage of approximately 2,000 people and this situation is being exacerbated by our workforce and the communities where our processing plants are located being impacted by Omicron.

New Zealand also currently has very low unemployment, particularly in our regions and getting people to relocate is not easy. This is despite the sector offering on-job training, strong career paths and very competitive salaries, in many cases above the median wage. Some processing companies have also increased the minimum wage.

The recent announcement by the Government that an additional 500 meat processing workers from overseas will be allowed into New Zealand will help ease labour shortages, however with just a few months left in the season, we are relying on the Ministry of Business, Innovation and Employment and Immigration New Zealand to ensure they have robust and efficient processes in place to grant these visas as soon as possible so our companies can get these migrants into New Zealand and into jobs.

The re-opening of the borders is also positive for the country but the Government's current immigration settings are not supporting our own efforts to alleviate our labour shortage, especially with respect to halal butchers, but also due to the median wage threshold set by the Government.

Our sector can typically recruit only 100 halal butchers domestically due to this country's small Muslim population and the nature of the job. A religious component is a fundamental part of the job because they must be a practicing Muslim, which we obviously cannot train for. We have no other choice but to look overseas to fill the vacancies and the median wage requirement makes this impossible.

We have made it clear to the Government and the Ministry for Primary Industries that the 15 halal butchers visas being considered for approval is insufficient to cover the shortfall.

The industry has been advocating for a permanent and sustainable solution for halal butchers for close to three years. Halal butchers have very unique skills that are not readily available in New Zealand, nor can be met through training.

Our sector predominantly employs New Zealanders with migrants accounting for less than five per cent of the total workforce. However, these migrants play a critical role. By way of example, 10 migrant workers enable one night shift to run at a plant, employing 70 New Zealanders.

MPI's own Situation and Outlook report forecast that meat and wool export revenue will increase by 6% to reach \$11.1 billion in the year to 30 June 2022, however without the required number of halal butchers and sufficient labour, we will face real challenges capturing a higher value from our exports.



Red Meat Report



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